51850 3691

Select FF 100 Box

Source: https://www.industrydocuments.ucsf.edu/docs/hfcy0000

INTERNAL USE ONLY

WINSTON SELECT FULL FLAVOR 100 BOX

DISTRIBUTOR PROGRAM

Objective

Introduce Winston Select F.F. Box 100 with minimal Field Sales involvement as a first step in the learning process of a Direct Account's capability to partners with RJR on a full price brand.

Identified Regions

-Houston	-Dallas	-New York Metro
-S. California	-Denver	-S. Florida
-N. California	-Seattle	-Washington, DC

Program should be offered to Direct Accounts within the region only and should only be sold to retail accounts within RJR's regional boundaries. At this time, Direct Accounts outside the region will not be involved in this Program.

↳ Minimal Exceptions

Program Overview

Offer all Direct Accounts within identified regions (excluding Military and Vending) an opportunity to introduce Winston Select FF100 Box to their retail customers with the following accountabilities:

- Gain Distribution
- Sell Promotional Program
- Pack and Ship Promotional Program
- Place Temporary Displays
- Place Temporary Advertising
- Other Agreed-to Activities ✓ discuss w/ Pgm.

} Partnership (Ask the DA)

Program Requirement

✓ • Maintain all current Winston Select sku's

Program Payment

- $1.00 per carton

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Payment Method

$1.00 per carton payment will be off invoice on all Winston Select Full Flavor 100 Box shipped beginning June 5, 1995 through December 29, 1995.

Direct Account Recommended Activities:

- Gain Retail Distribution
- Place/Distribute Pre-Assembled Displays
- Place/Distribute Temporary Advertising

Package Outlets

- Sell Temporary Counter Displays and ship to retail
- Sell Package Promotion and ship to retail
- Product in Permanent Displays as agreed
- Distribute/Place Temporary Advertising

Carton Outlets

- Sell Small Supplemental Displays (Feature Select 100 Box) and ship to retail
- Distribute Temporary Advertising and place where feasible

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WINISTON SELECT FULL FLAVOR 100 BOX

DISTRIBUTOR PROGRAM

Support Tool

To support the Direct "Partner", a 40¢ off one-pack promotion will be offered as a tool to introduce Winston Select FF100 Box. Budget

Winston Select FF100 Box can also be included in upcoming Select premium offers and DPC Programs if it makes sense to do in your regions.

Support Materials

- 40¢ Off VPR's
- Special Select FF100 Box Temporary Counter Display
- Dump Bin Riser Cards
- Special Star Burst

Oct B2G2F Promotion (No $1 payment)
2 carton display Skiffs hold 4 ct

PROMOTIONAL ALLOCATIONS WILL BE COMMUNICATED TO THE AFFECTED R.B.M.'s.

Selling Suggestions

- Sell with new "Partners" Program to give the account a tool to assist in the Select and share of full price objectives.
- ✓ Schedule meetings with jobber sales force to explain program and discuss ways to increase sales.
- Discuss possible merchandising assistance i.e., P.C.D. rows.
- ✓ Tele-marketing support
- Grocery wholesale flyers/order books ASAP

IMPORTANT!!! Select FF100 Box not only drives the $1.00 payment but also will help drive the "Partners" Program.

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WINSTON SELECT FULL FLAVOR 100 BOX
Fact Sheet

Announcement
Winston Select announces the introduction of a new style, Full Flavor 100 Box for distribution to all your retail customers. This introduction delivers the following objectives for your business:

- Extends the Full Flavor portfolio of the Winston Select brand family
- Builds share in the growing 100's segment of the cigarette industry

Introduction Timing: June 5, 1995

Program Requirements
- Maintain all current Winston Select sku's

Program Payment Plan
$1.00 per carton payment will be off invoice on all Winston Select Full Flavor 100 Box shipped during the period June 5, 1995 through December 29, 1995.

Direct Account Recommended Activities:
- Gain Retail Distribution
- Place/Distribute Pre-Assembled Displays
- Place/Distribute Temporary Advertising

Package Outlets
- Sell Temporary Counter Displays and ship to retail
- Product in Permanent Displays as agreed
- Distribute/Place Temporary Advertising

Carton Outlets
- Sell small Winston Select FF100 Box Floor Displays for retail placement
- Distribute Temporary Advertising and place where feasible

Promotional Support
Winston Select FF100 Box will be introduced with 40¢ off a pack promotion and supported with retail package and carton outlet displays and point-of-sale. (Allocations to be determined with your RJR representative.)

Product Profile Information
UPC's/Dimensions for FF100 Box

Configuration	UPC	Length	Width	Height	Cube (ft 3)	Weight
Pack	12300 22185	2.2188"	.9375"	3.9688"		1.067 oz
Carton	12300 22186	11.25"	1.875"	4.0625"		11.47 oz
Case	12300 22187	20.625"	11.6875"	11.6875"	1.630	22.0 lbs

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WINSTON SELECT FULL FLAVOR 100 BOX

Account Detail

Account Name_____ Account #_____

Account Ship-To Address_____

_____

_____

Estimated Initial Cases Required (Week of 6/1/95) _____

Estimated Total Cases Required (June - September) _____

Estimated Pack Outlet Displays Required (June - December) _____

Estimated Carton Outlet Displays Required (June - December)_____

- Direct buying customer agrees not to ship Winston Select FF100 Box to any retail outlets outside of RJR regional boundaries as designated by RJR.
- For those Direct Accounts who choose to participate in the Winston Select FF100 Box program, the program cannot be used to take business away from competing wholesale accounts.
- RJR will invoice Select FF 100 Box at $1.00 off invoice.

Buyer Signature _____

RJR Manager Signature _____

Date _____

Return To: J. E. Powers
Brand Marketing
Fax (910) 741-2300

Return by: May 8, 1995

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